

New Communication Technologies and News Making Process: A New Discourse?

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Abstract

The emergence of new communication technologies has had several implications for socio-political as well as cultural transformations. While changes in language form and structure have been the subject of many studies, their effect on the socio-political discourse has not come in for much discussion especially in the Indian context. New communication technologies have blurred the lines between private and public space to an extent that it is difficult to gauge the influence of one on another. The new communication technologies have been incorporated by mainstream media in almost every sphere of their activity. They not merely influence the way information is disseminated but have become the source of news as also news itself. The more conversational, informal and multilingual vocabulary that seamlessly merges the private and public discourses has the potential to change national political discourse. In this article, the writer explores how this new form of discourse has seeped into mainstream media, impacting fundamental process of news making. An analysis of some of the prominent issues in mainstream newspapers helps understand the shift in the issues that make news. This shift has been necessitated by the changes in language that new communication technologies have brought about.

Key Words: *Print Media, New Media, Tweeter, Reply, Feedback, Discourse, Private and Public space.*

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INTRODUCTION

Indian media is as diverse as the languages in India. South differs from North, but the elements of commercialisation and politicisation, the two main developments can be witnessed all over, albeit in different ways. However, the scope of this study is limited to 'mainstream national media'. This article explores how the entry of traditional news media into new media which includes online news websites, online news media as well as blogs, twitter and other discussion forums has changed the

way in which news is produced, re-produced and consumed as news flows from the traditional to online media and back.

Joshua Meyrowitz attempts to organize and distinguish theories associated with mass media by separating the schools of thought into three main categories: medium as a vessel, medium as a language, and medium as an environment (Littlejohn and Foss, 2008). Medium by itself is neutral like a vessel and will take the shape of the messages that are poured into it, while different mediums will express themselves in different ways, with different cultural slang or grammar to define the genre. Finally, media has the ability to create and directly influence personal and individual experience within a mass population whether or not one realizes it. The present study will focus on the way language and environment of the new medium has influenced the experience of news production and consumption.

PRINT MEDIA IN INDIA

The 'medium as a language' in print, reflects in the format of the piece, the way in which something is written (choice of words and style), and even the font choice. (Littlejohn & Foss, 2008). The 'print media environment', on the other hand is highly politicised and commercialised in India today due to the rapid technological advances as well as the enormous economic resources that are associated with them which affect both language and environment of the medium. "The pursuit of profit has altered the profile of the media entrepreneur. Today, a media enterprise is seen as a necessary subsidiary for a growing business enterprise, a political party and even individuals seeking to leverage public influence for private gain." Commercial success of media organisations had become a function of advertising revenues rather than subscription and circulation figures. The advertisers had thus replaced the recipients of media products. By the same logic, circulation figures, meant to attract advertising, became more important than content (Ansari, 2010).

Even the choice of content depends on what can be exploited both by the media as well as the political parties for economic gain, as one cannot separate media from politics in India. For example, increase in celebrity news, life style news and speculative news has become the order of the day. The word 'infotainment' rightly described the current media's news sense which came to be known as 'Page 3' news, popularised by papers like Times of India. In fact, absence of an editorial in some newspapers, speaks of the editorial discretion of the media house in trying not to displease any of its investors by 'taking sides'. At best, the newspaper medium has turned from being credible-informational and critical-investigative-adversarial to that of being entertaining (Ram, 2011). Indian journalism is facing increasing pressure from advertisers, marketing personnel, corporate managers,

and even senior journalists to present and prioritize 'feel good' factors rather than highlight the reality of mass deprivations and what to do about them. Issues like poverty, especially rural poverty, was not a fit subject for news and editorial coverage as this coverage had to cater to the 'aspirations of young readers because poverty is 'not a condition to which one aspires', and a newspaper's editorial philosophy, which was derived from its business philosophy, had to be one of optimism (Auletta 2012 cited in Ram, 2012). The editor of a top newspaper says that 'we are not in the newspaper business, we are in the advertising business...a derived business...of aggregating a quality audience' for advertisers to 'facilitate consumption' (Auletta 2012 cited in Ram, 2012), considerably reflecting the sad state of affairs of Indian media.

TELEVISION IN INDIA

Television too finds itself in a bind over the overwhelming political and commercial interest, resulting in the commodification of news. High investments and severe competition from other media has compelled 24X7 TV news channels to find ways and means of standing out among the clutter. So, they literally out shout each other to be heard. The medium is no more a source of information as 'today's competitiveness and battle for TRPs has forced newsreaders to resort to hysteria to grab eyeballs' stated Shammi Narang, one of the news readers of *Doordarshan* before the entry of private television. He points out that changes in the field reflect larger societal changes. 'Privacy is no longer privacy in the classic sense', he says. "Some of the so called 'Page 3 Privacy Believers' even lure newsreaders to peep into their private lives. Often, it's a two-way street where hunter and hunted are hand-in-glove" (Shankar, 2011). In their bid for TRPs, television has altered the definition of news. News became judgemental, highly opinionated, according to Neeti Ravindran and speculative with no background research, leading to long drawn debates with no intent of resolution. News no longer depends on investigation of facts as 'journalism has been reduced to reporters running from one "source" to another, first for an allegation and then for a "denial", "reaction" or "comment". The news reports run along the lines of 'so and so said that, which so and so denied. So and so on the other hand said it was an effort to de-stabilize or blackmail something or someone, meanwhile another so and so said they will hold a demonstration....' (Menon, 2012). One example from the magazine Caravan illustrates how Times Now, one of the popular TV News channels in India today operates:

A massive fire that erupted at Mantralaya, the headquarters of the Maharashtra state government in Mumbai, shortly before 3 pm on 21 June, 2012, immediately saw over the course of one typical minute-between 6.04pm and 6.05 pm-58 studio-induced flashes on the broadcast. No bar stayed still, words evaporated and reappeared, and at the centre of this

sea of red and blue were reporters performing the simple task of describing what the viewer could see for himself. "We used to call it deaf and dumb," said Naman Chaturvedi, q former associate producer who handled on-screen graphics. "Hum jo bolte the woh likhte the. Jo likhte the woh dikhte the. Jo dikhte the woh sunate the. (What we spoke was what we wrote was what we showed was what we told you.)".... The coverage that afternoon was a typical Times Now production, designed not just to attract viewers, but to mesmerise them with an array of visual effects and excited voices... Few facts emerged as the fire raced towards the Chief Minister's office at Mantralaya, but Times Now layered the incident with meaning. An editorial line was given shape in the form of a question: a flashing banner under the headline "Controversy breaks out" asked, "Could there be a sabotage angle?" The question referred to the Adarsh Housing Society scam, which involved impropriety by bureaucrats, politicians and military staff-and suggested, without evidence, that files related to the case were cooking somewhere inside the building. An anchor's voice proffered that "there is a whiff of conspiracy theory", while flashes on the screen read "Adarsh files gutted?" until the Central Bureau of Investigation declared that the files in question were safely in its possession (Bhatia, 2012).

On the other hand, the extent of politicisation of media is apparent where Arun Nehru blatantly defends 'political parties straying into the many folds of the media. Like many democracies, most political parties have their favourite media players who are made Rajya Sabha members, given commercial or real estate benefits'. People now look for what is behind the news rather than news itself knowing the political and commercial interests of the media whose credibility has been hit. Thus, both technology and economic environment and ideology influence its content. Television has created personalities that sell (anchors, politicians as celebrities) rather than report or analyse news leading to a dumping down of news. There is complete control of what becomes news from the producers. For example, Arnab Goswami, the television anchor of Times Now, is more popular for his loud interruptions than for his journalistic skills. So, what Arnab decides becomes 'News Hour' prime time news.

Excerpts from the report of the magazine *Caravan*:

Tall and wide, and possessed of an acid personality that singed the newsroom often, Goswami, who some privately referred to as "meethi churri"-a knife sheathed in honey-had come to care so deeply about ratings that he controlled every knob, button, lever and handle on the production line of news that ran through the channel. He dictated the colour of

flashing panels, changing them whenever he wished. He decided the size of on-screen fonts, following no particular style guide. Even cameramen were told which angles to choose while filming. "I will set the news agenda for India today," Sonorita Chauhan, a former correspondent, recalled him saying. He did this by exercising absolute control over the flow, substance and appearance of news (Bhatia, 2012).

NEW MEDIA IN INDIA

New media or online media, is commonly described as multimedial, hyperrelative, and interactive (Chung, 2012), while the language of the medium is rich due to its characteristic of multimodality. The language of 'news' of the Internet is 'reporting live' (Ingrid Volkmer, 2006) through Twitter, Facebook, and online newspapers which update every few minutes as any event unfolds. A new genre and slang has emerged peculiar to new media. McLuhan famously stated that 'Print was obsolete which was critiqued by many, but what he meant was the death of linear way of presenting news. McLuhan's argument was that the 'cultural patterns' he attributed to print culture (such as one-thing-at-a time, one-thing-after-another thinking and experience) would diminish in significance in the face of patterns fostered by electronic media. (Meyrowitz, 2001). Similarly, the advent of new media changed the way we experience news. McLuhan's point about the form of an older medium becoming the content of a new medium, as when the narrative form of the printed novel is adopted by the newer motion picture, is also true as the form of the old medium (the visual, conversational and written forms of both television and print) has become the content of the new medium.

The Internet's capacity of linking textual and visual materials to each other has increased the internal and external intertextuality of journalism, partly as a consequence of the new possibilities for 're-producing' news that the escalating digitisation of the media industry has brought. As Knox (2007, 48) points out, 'there is a pressing need to describe the evolving multimodal macrogenre of the online newspaper'. In this context, the present study explores how the new media environment influenced the ways in which news has been produced and re-produced in the Indian context.

The entry of new media has been much more than a new competitor to the news media. The multimedial and multimodal environment has enriched the content on new media which is a tapestry of a range of issues to suit various publics in a relatively democratic space, although one cannot deny the economic and commercial interests of the new medium. It has challenged the existing patterns of news ecosystems, where the traditional media perforce had to have a presence through online newspapers and news bulletins uploaded. The immediacy and interactivity of new media has added a

new dimension to the language of news. Any event is now not just reported or given as breaking news, but is also tweeted simultaneously both by the actors involved as well as by the media that covers it. Almost all political parties and leaders as well as all media (both print and television) have a 'twitter' presence. There is an element of 'live' in the event, as the tweets of the actors and the reactions that are evoked invokes a 'personal experience' that is absent in traditional media. A sense of participation in the event changes the perception of the consumers as well as the media about the unfolding news. Moreover, many a time, the personal experience can be literal, as the Tweeter could be on the spot, sending tweets of the event. For example, in the NDTV headline on 5 March, 2014:

HEADLINE:

NDTV Videos @ndtvvideos 52 mins

I apologise for today's violence: Arvind Kejriwal - [http:// ndtv.in/1f7LGJV](http://ndtv.in/1f7LGJV)

Tweets:

Angry Amdavadi DrJay @VegGujju 24 mins ; @ndtvvideos Actually you should apologize to BJP Delhi office. @ArvindKejriwal

Siddharth Goyal @sidgoyal1 18 mins ; @ndtvvideos @ArvindKejriwal My God. This is height of lying! 2-3 patthar fenke? I was there. I know what happened

The news of 'consequence' in traditional media as dictated by commercial and political ideology alone might be of little consequence in the new media environment, as news is highly customized and individualized. This is all the more so, in an atmosphere where traditional media are seen with cynicism regarding their political and commercial commitments. So, the mainstream media now have the onerous task of catering to both mass as well as individual consumers of news. One way of trying to retain the audience's mind space has been to create their own 'new media' space (does not mean the online presence of newspapers). For instance, Times Live Blog, and Google+ give real time updates on news through pictures and short commentary along with readers' responses, to cater to the twitteratti or Facebook or other new media users, along with its regular online news for the non users.

Times of India news story had a visual footage of Kejriwal in an auto, (in a box) along with the regular news with the headline, (March 12, 2014) : *Arvind Kejriwal Hits Campaign Trail Mumbai: Rides Auto*

The Times News Live Blog gives a minute to minute account of his Mumbai stay As it happened (its tag line) :12 Mar, 2014 , 11.44AM IST

Lok Sabha Polls: Arvind Kejriwal On Mumbai Tour

Arvind Kejriwal Arrived in Mumbai Today to Campaign For AAP In Maharashtra. Stay With TOI Live Blog for Latest News And Updates.

02:34 PM Arvind Kejriwal Arrives at Grant Road Station with Medha Patkar And Meera Sanyal. (TOI Photo)

02:21 PM: Kejriwal Started his Maharashtra Election Campaign by Taking an Auto rickshaw from Mumbai Airport to Andheri Station. (PTI Photo)

02:18 PM Aam Aadmi Party Leader Arvind Kejriwal being welcomed by Party Members at the Mumbai Airport. (PTI Photo)

Readers' opinions (580) Post a Comment

Sort by: Newest| Oldest| Recommended (84)|Most Discussed| Agree |Disagree



chanddeepak (Gurgaon)

1 Follower

1 hr ago

apply to see such overwhelming response in Mumbai. AAP is going to make its strong appearance in LS election.



Agree (2)Disagree (0)Recommend (0)Offensive

leumas695 (India)

10 Followers

1 hr ago

Corruption is the root cause that today India is ranked third

amongst most dangerous place to live in the world. 212 bomb blasts in 2013. More than twice as much bomb blasts as in Afghanistan. Anyone is able to get a new ration card, a new ID card, a new SIM card, a new voter registration card, a new adarsh card, a new driver's license, you name it. People are willing to put our country at risk just so that they can earn some money in their pocket. Corruption is a national security issue. Congress and BJP are the one to blame for our present situation. They promoted this evil corrupt system. Today everyone feels that corruption is normal. Everyone feels that corruption is a way of life. We don't feel this as a national security issue. Another big issue that is caused by corruption is: China is beating India in almost every field. Are we not as intelligent as Chinese? Of course not. Then why are we behind China in almost every field. Corruption makes unqualified candidates get ahead of a qualified candidate. Our poverty is thrust on us by BJP and Congress. In the name of religion and caste, they cause riots. For politician, causing riot is a fun time activity. If not, would 1984 or 2002 have happened? Congress and BJP openly supported. What a national tragedy. so many innocent Sikhs and Muslims got killed. Where are the murderers? Are we so inept that we can't find the murderers and convict them and put them behind bars. It is this corruption that is standing in the way on murderers and prison. Let's wake up. Join the revolution: The revolution to free India from corruption. GO AAP. Free India from corruption. That is the only way we can make India safe and put India ahead of china.

Agree (2) Disagree (1) Recommend (0) Offensive

One of the factors that differentiate new media from the traditional is that consumers have access to news and news makers as much as the mainstream media with control and freedom at their end. The comments, likes and discussion forums make the consumers, producers as well, in the new media environment. However, this also means that in some cases journalists have to compete with the average citizen for breaking news as sites, such as Twitter, are increasingly being used as a source of news and a way to spread news by the younger generations (Edwards, 2013).

Secondly, the traditional media is forced to re-produce the news that is being produced in the new media environment. The live tweets unravelling at a very fast pace as well as the dramatic use of 'tweet' language which is also short, make for readymade headlines in some cases. For example, Kejriwal's controversies puts him in the news constantly in the traditional media, while his tweets ensure that he is connected to his voters instantly. At times, the tweets become the only source of news, and are retweeted in all newspapers, as the actors have more than the traditional medium as a way to connect with their audiences. A glance at some of the stories indicates the use of 'tweets' instead of 'quotes' to make a point. For example, in all AAP related stories the news is carried forward through the use of tweets.

As a reaction to the clash of AAP party workers with BJP workers on March 5, 2014, Arvind Kejriwal's appeal to his volunteers was tweeted. The presentation of news in the traditional media and online news media shows how both used tweets as a source of news, but in different ways.

The headline from The Times of India :

Violent clashes between AAP, BJP workers in Delhi, UP; Kejriwal's car 'attacked' in Gujarat; Ashish Tripathi & Himanshu Kaushik, TNN | Mar 5, 2014, 07.55 PM IST

Headline from The Hindustan Times:

Kejriwal slams Modi, urges AAP workers to maintain peace; Mahesh Langa, Hindustan Times Ahmedabad, March 05, 2014

First Published: 20:09 IST(5/3/2014) | Last Updated: 15:47 IST(6/3/2014)

Both the stories carried the twitter of Arvind Kejriwal as a separate box item at the end of the story, while it was not incorporated as part of the story. Given below is the twitter that Arvind Kejriwal gave to his followers.

Arvind Kejriwal @ArvindKejriwal Follow

I urge all volunteers not to raise their hand n to stay calm n non-violent. U shud be prepared to lay down ur life but never raise hand; 7:47 PM - 5 Mar 2014

The online news website FirstPost.com Headline:

AAP vs BJP: Can Kejriwal make Modi's strength his weak-ness? by Lakshmi Chaudhry Mar 6, 2014

#AAP #AAP-BJP clash #Arvind Kejriwal #BJP #gandhian #Lok Sabha elections 2014
#Mahatma Gandhi #Mobocracy #Narendra Modi #Rath Yatra #riots

"I urge all volunteers not to raise their hand n to stay calm n non-violent. U shud be prepared to lay down ur life but never raise hand," tweeted Arvind Kejriwal as TV channels beamed images of the stone-throwing contest outside BJP's office in Delhi.

http://www.firstpost.com/politics/aap-vs-bjp-can-kejriwal-make-modis-strength-his-weakness-1422045.html?utm_source=ref_article

The tweet itself became the lead for the story from the online media unlike the traditional media where there is a clear demarcation between public and private discourses.

Headline From Oneindia.Com

Arvind Kejriwal urges party members, volunteers to remain calm

Updated: Thursday, March 6, 2014, 14:02 [IST]

<http://news.oneindia.in/india/arvind-kejriwal-urges-party-members-to-stay-calm-1407419.html>

We are walking on the path of truth, which is a very difficult one. We have to be prepared to sacrifice, and under no circumstances indulge in violence and raise our hand," he added. Kejriwal on Wednesday tweeted: *"I urge all volunteers not to raise their hand and to stay calm and non-violent."*

Arvind Kejriwal

@ArvindKejriwal

Follow

I urge all volunteers not to raise their hand n to stay calm n non-violent. U shud be prepared to lay down ur life but never raise hand; 7:47 PM - 5 Mar 2014

Thus the potential of the new media to negotiate with what is 'normal' in traditional media with its rigid and conservative practices makes it all the more interesting (Foucault, 1977).

NEW MEDIA'S POLITICAL LANGUAGE

Just as no traditional media are completely obsolete, no political party can rely only on the new media. New media helps to know the pulse of a certain section of the consumers and voters of traditional media and political parties respectively. All political parties have their own political strategies to keep their voters connected through a mix of both old and new media forums. The political parties themselves have become part of this new media language, as, for instance, AAP has emerged as a 'social media created challenger' in the Delhi elections in 2013, as its leader Arvind Kejriwal is seen to have built his image as a social media urban user on the lines of Barack Obama, the President of United States. (Jain, 2013). Kejriwal first creates news by his unusual acts.. 'the orchestrated spectacle-something Kejriwal loves and the news media relishes' as Anand Vardhan (2014) describes, naturally make headlines in all mainstream media. He then uses the Twitter to immediately spread his message to his followers. Firstly, he gets free publicity and as he himself has admitted, advertising in media costs money; while using a cheap medium like social media he is able to get his message across much faster and in a much simpler manner. In this way he successfully co-opted even the mainstream media into his activities. For example, his recent use of helicopter sponsored by India Today with his tweet acknowledging it, is a clear strategy of 'using' mainstream and social media to reach out to the *Aam Aadmi* (Common man).

Hindustan Times

Kejriwal flies in charter plane, says media house funded it

HT Correspondent , Hindustan Times New Delhi, March 07, 2014

First Published: 23:11 IST(7/3/2014) | Last Updated: 01:35 IST(8/3/2014)

On Friday evening, Kejriwal used a charter plane to fly from Jaipur to Delhi to attend an event hosted by a media house. He tweeted to clarify "India Today has paid for it and since there was no regular flight, India Today group hired a charter to take me to Delhi on time."

Kejriwal also tweeted: "I wud urge modi ji and rahul gandhi ji also to disclose whose planes r they using and who pays for them (sic)."

However, in a country like India, no single medium or one single language can reach out to the entire electorate. Recognizing this, a clever mix of social media, OHH, posters behind auto rickshaws and on flyovers and mobiles were used to reach out to his voter base in Delhi Assembly elections held in December 2013. He used professionals who identify with the idea of the AAP to use social media to raise funds for the campaign, but planned on getting votes from the real *Aam Aadmi* (common man). The party's website as well as its Facebook page solicits donations, from non resident Indians, professionals and others. He also used it to give notice of ground events such as announcements of *Jansabhas* (public meetings) and their locations. Other material posted on Facebook include statistics related to the party, and Arvind Kejriwal's interviews, as well as campaign pictures. While social media was used for fund raising, personal interaction through door-to-door campaigns and pamphlets distribution outlining the party's agenda and philosophy was used. *Nukkad sabhas* (Street meetings) were other alternate ways of reaching out to people."

Prime Ministerial candidate Narendra Modi, on the other hand, belongs to the old school of politicians, extensively uses Tweeter. Further, Narendra Modi hires campaign planners to reach out to various voters using both 'old' and 'new media' in a planned manner, to cultivate a 'friendly neighbourhood *chaiwaala*' image, to offset his earlier media projected image. His '*Chai pe charcha*' takes place in one physical location but is connected to national audience not just through the party television channel, but also through online media, where there is 'live' interaction with thousands of people simultaneously in different locations. Apart from the audience who are present live and online, the event is immediately tweeted and posted on Facebook. This evokes the involvement of the tweeters who respond to the event on Twitter. The event is reported in the traditional newspapers in both offline and online formats. The news also has links with the complete discussions on *chai pe charcha*, the text of Modi's speech and links to Facebook or Twitter. The event by itself becomes the news in the mainstream and the Twitter platforms and other social media while what is actually discussed in them is available to someone who is interested in it through social media platforms. His approach is to not just directly but personally speak to his audience to which the Twitter response will again be at a individual level. So, at one level, there is personal one to one interaction (through

his approach towards his audience and the Twitter responses) while at another level, there is the regular mass audience reach from one source, both carefully planned.

TRENDS IN THE LANGUAGE OF NEW MEDIUM

The way news is read, understood and absorbed by the consumer is definitely 'new media induced'. Although the same news is put out by all media, the fact that a majority of the people who use new media no longer read the news from single news source but scan all other sources for any news that interests them indicates the medium's culture of nonleaner access to news instead of the linear way of reading.

Further, the personalised news that is absorbed and reproduced reflects the personality of the medium which is interactive to the core. So there is difference in the way a reader would react to news that he gets from either newspaper or television to that of Twitter. The retweeting and the debates also seem to influence the media as the media now reflect what the twitteratti accepts or rejects. For e.g., Shekhar Gupta (2014) in a recent talk in Australia, said that he created a new word 'povertarian' and immediately tested its impact in terms of responses it generated on Twitter.

New media allows for knowing the pulse of the mainstream media user, namely the young readers, which can help in the selection of news that interests the readers than by any other interest. Lowery (2009) discussed how her organization began using Twitter to push out stories as well as perform journalistic news gathering tasks. *"We used Twitter to do live coverage of stories of our choice. There's an emphasis here on 'choice'. Live-tweeting school board meetings might not quite work. Live-tweeting a high-profile court case, on the other hand, might. It's all about listening to readers and applying news judgment in deciding which stories lend themselves to which medium"* (Lowery 2009).

However, one has to be careful while listening. McLuhan-inspired 'medium theory' would gain a heightened sense of the high stakes at play when new media bring the potential for new patterns of access to information and new patterns of access to disinformation (Meyro-witz, 2001). With access to the enormous amount of information and many sources giving out instant news on the web, there is possibility of abuse by posting lies and rumours to mislead or instigate people. With literally no way to check authenticity of information it becomes free for all. This in fact, places responsibility on journalists 'to check, verify and evaluate news claims found on social media before they report on them'. (Edwards, 2013). So, as a positive development, the media that have been

routinely held guilty of trivialising and commercialising news, reporting without checking facts, will probably play its normative role, of being more responsible. At best, "Journalists should view Twitter as a 'collective intelligence system' that provides early warnings about trends, people and news" according to Dan Gillmor, veteran news media blogger and Arizona State University Journalism Professor, (Farhi 2009).

CONCLUSION

No old medium ceased to exist with the arrival of the new media. Although different social media or communication media might change its forms like Orkut was displaced by Facebook, Twitter might be a trend that may be displaced by another new form that might emerge, with essentially the same features.

Although new media usage is increasing at a fast pace as per the I-Cube 2013 report, released by the Internet and Mobile Association of India (IAMAI) and IMRB International, where, the Internet users in India by the end of 2012 were 150 million and estimated that 'by June 2014, India will have 243 million Internet users', New media as a source of news in India can influence only the English speaking national media users to a large extent, as a vast majority still use traditional media as sources of news. Not all regional language media users are familiar with new media as a source of news. Under the circumstances, Indian media need to look at existing strategies to stay in the race, and necessarily go back to the core journalistic values of investigating, checking and providing facts.

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